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AGENDA

WORK SESSION OF THE CITY COUNCIL

6:00 PM

September 9, 2013

TOWN HALL

5300 BELT LINE RD., ADDISON, TX 75254 6:00PM WORK **SESSION**

WORK SESSION

#WS1	Discussion regarding the process and philosophy of the Mayor's weekly newsletter.
#WS2	Discussion regarding the Town of Addison City Council's policies and procedures.
#WS3	Discussion regarding the Town of Addison Strategic Plan, including City Council goals, objectives, visioning and value proposition.
#WS4	Presentations, review and discussion of and regarding the

proposed annual budget for the Town for Fiscal Year 2013-2014 (beginning October 1, 2013 and ending September 30, 2014), including but not limited to the Utility Fund, Stormwater Fund, Airport Fund, Hotel Fund, Economic Development Fund, and the General Fund.

Posted: Chris Terry, 09/06/13, 5:00pm

THE TOWN OF ADDISON IS ACCESSIBLE TO PERSONS WITH DISABILITIES.
PLEASE CALL (972) 450-2819 AT LEAST
48 HOURS IN ADVANCE IF YOU NEED ASSISTANCE.

Meeting Date: 09/09/2013

Information

AGENDA CAPTION:

Discussion regarding the process and philosophy of the Mayor's weekly newsletter.

FINANCIAL IMPACT:

N/A

BACKGROUND:

N/A

RECOMMENDATION:

N/A

Council Goals: N/A

Meeting Date: 09/09/2013

Information

AGENDA CAPTION:

Discussion regarding the Town of Addison City Council's policies and procedures.

FINANCIAL IMPACT:

N/A

BACKGROUND:

N/A

RECOMMENDATION:

N/A

Council Goals: Identify opportunities for improved governance

Attachments

Council Rules of Procedures

CITY COUNCIL PROCEDURES

SECTION 1. MEETINGS

Three types of meetings are recognized:

- A. <u>Regular Meetings</u> will be held on the second and fourth Tuesday of each month. Meetings will be held at Town Hall in the Council Chambers commencing at 7:30 p.m., unless otherwise posted.
- B. <u>Special Meetings</u> are subject to call by the Mayor, City Manager, or three members of the City Council with written notice to the City Secretary. These meetings will be held at Town Hall unless otherwise posted, at a stated time.
- C. <u>Work Session Meetings</u> are subject to call by the Mayor, City Manager, or three members of the City Council with written notice to the City Secretary. The time, place, and purpose will be stated in each instance. Ordinarily, no official Council action will be taken at a work session meeting.

SECTIONS 2. AGENDAS

The following procedures relate to the agenda for meetings of the Council.

- A. The Mayor, working with the City Manager, will determine what items of business should come before the Council. If, at a meeting of the Council, a member of the Council (i.e., the Mayor and each Council member) or the public inquires about a subject for which notice has not been given as required by law, only the following may be provided unless otherwise allowed by law: (1) a statement of specific factual information given in response to the inquiry, or (2) a recitation of existing policy in response to the inquiry. Unless otherwise allowed by law, any deliberation of or decision about the subject of such inquiry shall be limited to a proposal to place the subject on the agenda for a subsequent meeting.
- B. Any Council member may ask the Mayor to place an item on the agenda for discussion.
- C. An item may be placed on the agenda at the request of two or more Council members. The Council members requesting the agenda item may present or participate in the presentation of the item at the meeting. Any Town staff assistance should be requested through the City Manager's Office. Such agenda items must reach the City Secretary's office at Town Hall by 1:00 p.m., Tuesday, of the week preceding the meeting for which the request is made.
- D. Any member of the Town staff wishing to have an item placed on the agenda shall submit that item to the City Manager's Office for approval. The City Manager may establish procedures for submission of routine items without his approval.

- E. The agenda packets for all Regular Meetings will be delivered electronically by Town staff to members of the Council no later than the Thursday preceding the meetings.
- F. The City Secretary's office is responsible for seeing that notices for all meetings of the Council comply with the Open Meetings Law.

SECTION 3. COUNCIL MEETING PROCEDURES

The Council will use the following procedures as a general guide for parliamentary procedure, and may consult Robert's Rules of Order as a guide in instances not addressed by these procedures.

- A. The Mayor shall be the presiding officer at all meetings. The Mayor Pro-Tempore shall preside at meetings in the absence of the Mayor, and the Deputy Mayor Pro-Tempore shall preside at meetings in the absence of the Mayor Pro-Tempore.
- B. The Mayor shall have a voice in all matters before the Council and may vote on all matters.
- C. When an item is presented to the Council, the Mayor (or presiding officer) shall recognize the appropriate individual to present the item. When two or more members are presenting an item, the Mayor shall choose which member is to speak first.
- D. The Mayor (or presiding officer) shall preserve order and shall require Council members engaged in debate to limit discussion to the question under consideration.
- E. The Mayor (or presiding officer) will give all members of the Council a full opportunity to speak on an item.
- F. Should a conflict arise between Council members, the Mayor (or presiding officer) shall serve as the mediator.
- G. The Mayor shall be recognized as head of the Town government for all ceremonial purposes and by the governor for purposes of military law but shall have no administrative duties. If the Mayor is absent, the Mayor Pro-Tempore, and in the absence of the Mayor Pro-Tempore the Deputy Mayor Pro-Tempore, shall be so recognized.
- H. Members of the Council shall confine their remarks to the item under consideration and shall avoid references to personality, integrity, or motives of any other members of the Council or Town staff members.
- I. Any Council member may ask the Mayor (or presiding officer) to enforce the procedures established by the Council. Should the Mayor (or presiding officer) fail to do so, a majority of the Council may direct him/her to enforce the procedures.

SECTION 4. CODE OF CONDUCT FOR MAYOR AND COUNCIL MEMBERS

- A. During Council meetings, Members of the Council shall preserve order and decorum, shall not interrupt or delay proceedings, and shall not refuse to obey the orders of the Mayor (or presiding officer) or the rules of the Council. Members of the Council shall demonstrate respect and courtesy to each other, Town staff members, and citizens appearing before the Council. Members of the Council shall refrain from rude and derogatory remarks.
- B. The Mayor and Council members should comply with the Town's Code of Ethics (included in Chapter 2, Article III, Division 2 of the Town's Code of Ordinances and attached hereto as Appendix A) and with all conflict of interest laws.
- C. In accordance with the Town's Code of Ethics and with applicable law, the Mayor and Council members shall abstain from participating in or voting on items in which they have a conflict of interest as set forth in the Code of Ethics or applicable law. If the Mayor or a Council member has such a conflict of interest, he or she shall file a "Conflict of Interest Affidavit" with the City Secretary's office. Upon introduction of the agenda item in which the Mayor or Council member has a conflict of interest, the Mayor or Council member should announce that he or she has a conflict of interest, and must refrain from participation in or voting on the agenda item, but shall not be required to leave the meeting room.

SECTION 5. CITIZEN PARTICIPATION AT MEETINGS

- A. The Council is, in certain instances (e.g., changes in zoning), required to hold public hearings. If an item is identified on the agenda of a Council meeting as a public hearing, persons attending the Council meeting will be given the opportunity to speak regarding the item after being recognized by the Mayor (or presiding officer). The Mayor (or presiding officer) may set time limits on persons who speak at a public hearing.
- B. Except as set forth in paragraph A of this Section, as a general rule, persons attending a meeting of the Council may not participate in the discussions of the Council.

SECTION 6. COUNCIL AND STAFF RELATIONS

- A. Members of the Council should attempt to ask questions to the City Manager about the Council agenda packet issued for a Council meeting prior to the meeting. This will allow the Town staff time to respond to the Council member's questions and, if necessary, to provide additional information to all members of the Council.
- B. The City Manager shall designate the appropriate Town staff member to address each agenda item and shall see that each presentation informs the Council on the issues which require Council action. The presentations should be professional and timely, and should list options available for resolving any issue.

- C. The City Manager is directly responsible for providing information to all members of the Council concerning any inquiries by a specific member of the Council. Should the City Manager find his or his staff's time being dominated by a single member, he should inform the Mayor of the concern.
- D. Any conflicts between the staff and the Council will be addressed by the Mayor and the City Manager.
- E. The City Manager is responsible for the professional and ethical behavior of himself and his staff. He is also responsible for seeing that his staff remains educated and informed on the issues facing municipal government.
- F. All members of the Council and Town staff members shall show respect and courtesy to each other and citizens at all times.
- G. The City Manager is responsible for seeing that all newly (first time) elected members of the Council are provided with a thorough orientation on Town staff procedures, municipal facilities, and other information of interest to municipal officials.

SECTION 7. COUNCIL AND MEDIA RELATIONS

- A. Agenda packets shall be provided upon request to all interested news media in advance of the Council meetings.
- B. Responses to media inquiries concerning Town matters will be made as determined by the Mayor (or Mayor Pro-Tempore in the absence of the Mayor, or in the absence of the Mayor Pro-Tempore, the Deputy Mayor Pro-Tempore) and the City Manager.

Meeting Date: 09/09/2013

Information

AGENDA CAPTION:

Discussion regarding the Town of Addison Strategic Plan, including City Council goals, objectives, visioning and value proposition.

FINANCIAL IMPACT:

N/A

BACKGROUND:

N/A

RECOMMENDATION:

N/A

Council Goals: Mindful stewardship of Town Resources.

Attachments

FY14 Strategic Plan Summary

Strategy/Initiative Linking 9/3/13

Value Proposition - Best Product (Innovation, Creativity)

Role of Council – The role of the Council is to develop a long-term vision for the Town, to develop policies necessary to achieve the vision, and to communicate with, and seek input from, stakeholders. This includes:

- Providing the direction, trust, and support necessary for the City Manager to implement the operational aspects of our vision, and
- Making difficult and sometimes unpopular decisions that preserve our unique culture, safeguard our assets into the future, and effect the positive change necessary to achieve our goals, and
- Identifying future trends, challenges, and opportunities, and
- Being a positive and resourceful representative for the town, and
- Communicating with residents, businesses, and regional partners, and
- Being good financial stewards

Vision – Our Vision is to be a safe, clean, and unique place to live, work, eat, stay, play, and grow your business. Our Brand is clearly evident in our physical appearance and structures, and in the behavior and demeanor of our people. Elements of our Vision, and possible strategies and tactics to achieve the Vision, can be found on the following pages

Values – The Council will at all times seek to enact policies that will promote, and to personally exemplify, the Values of the Town of Addison. We value:

- Integrity
- Respectfulness
- Fun
- Innovation/Creativity
- Responsibility
- Efficiency
- Kindness

Goals -

- Create raving fans of the Addison Experience
- Mindful Stewardship of Town Resources
- Maintain and enhance our unique culture of creativity and innovation

Our Code of Conduct

In all interactions, the Council will treat everyone with kindness and respect. We will conduct our business with honesty, transparency, openness and trust in a spirit of collaboration, fairness, and civility. We will, at all times, be:

- Inclusive
- Responsive
- Candid
- Prepared
- Engaged, and
- Present

Rank	Vision Element	Strategies	Potential Tactics
1	We have a vibrant and diverse business community, and are a good home for both established businesses and startups. We have the physical and technological infrastructure and management practices to support and nurture our business community and enhance the quality of life.	 Attract new businesses to Addison Create and implement a Comprehensive Land Use/Revitalization Plan Brand Protection and Enhancement Explore new/other revenue sources 	 Create and enhance financial incentives Enhance and improve the ABA/Chamber - Relationships/B to B/Education/Etc. Create intimate relationship with businesses (similar to residents) Value to being in Addison Businesses adopt a non-profit/road/path, school, park, etc. Get the right companies involved with ABA and Chamber Intentionally develop the medical district Better use of business registration list. Create value to being on list Communicate value and expectations More effectively use Addison Magazine 36 month strategy for ED, includes working with the governor's office and regional partnerships and view. Take it to the next level Create networks amongst similar business types Determine what technology we need for the industries we are targeting. Focus Group? And create tech infrastructure Identify target industries and develop marketing plan to attract them. Oil and Gas? Capitalize on Accelerated Ventures Group to expand and make it a hub Create a parking plan and incorporate mass transit Identify areas for redevelopment. Target specific buildings that need our help Continue to provide services that are appropriate for the tax rate Tie into the Airport SP
2	Our Airport is a regional economic driver and is incorporated in the City's identity and Brand.	 Create a vision for the airport to maximize the value Implement bond propositions Explore new/other revenue sources 	Implement the Airport Strategic Plan

Rank	Vision Element	Strategies	Potential Tactics
3	All of our roads are places that showcase our Brand; they are beautiful, safe, pedestrian friendly spaces with access to ample parking.	Brand Protection and Enhancement Infrastructure improvement and maintenance Implement bond propositions Enhance Public Safety	 Underground all utilities Plan for parking to create beautiful spaces Landscape enhancement. Signature Addison landscaping on all roads Clearly defined entrances into town. Know when you've crossed into Addison Sidewalks on every road. Crosswalks that are accessible and safe Code enhancement and enforcement. Commercial property of the month program. Addison magazine Improved bus stops Focus on Beltline west of Midway Improve lighting Make our part of Montfort as good as what's around it Redevelop Inwood Road What's next for Inwood, Sams, and Budget Suites Get an objective view of the City. Mystery shopper? All main roads resurfaced. Airport Parkway, Addison Road A way to encourage owners to keep their appearance up Signature Signage – Wayfinding, Entrance points, Business Signage Ordinances Connectivity of east and west. Signature connection over the Tollway Create a central business district to house the unique and
4	We continue to attract and retain superior employees.	Continue to attract, hire, develop, and retain great employees	 eclectic shops, etc. Maybe with observation of airport? Reward performance with recognition, pay, etc. Understandable and clear path to advancement – promotion and pay raises Job fair. 2x a year. Invite everybody/all sectors. Create a pipeline of qualified people Enhance our internship program. Meaningful work Greater recognition of rewards and accomplishments Culture of camaraderie, caring and excellence Review the review process Analyze our outsourcing process and procedure/criteria Continue the cross-training/expand Provide a quality affordable healthcare plan even with the upcoming changes Consistently balance and rebalance the workforce Create ways of providing benefits that are valuable. Boot camp, AAC membership, childcare options, etc. Hiring Process; background checks and due diligence/make transparent Uphold the Addison Way culture Employee referral program Identify and hire the right person as Ron's replacement down the road Emphasize accountability

Rank	Vision Element	Strategies	Potential Tactics
5	Our walking, running, and biking trail system connects the City and surrounding communities.	 Create and implement a Comprehensive Land Use/Revitalization Plan Brand Protection and Enhancement Infrastructure improvement and maintenance Implement bond propositions Develop Next Great Idea 	 Ensure the safety of the trail system Integration of runners and bikers. How they safely connect with other cities (access and connectivity) Places to park bikes Signage Proper mapping. Addison map app Leverage our resources with other governmental entities Yellow bike? Adopt a trail for businesses/individuals Landscaping/exercise areas/promoting art on the trail system
6	We continuously improve our customer experience.	 Define, measure, evaluate, and improve success for all Town businesses (know your business and do it well) Brand Protection and Enhancement Infrastructure improvement and maintenance Enhance Public Safety 	 Ask for feedback through social media, snailmail, surveys. Create a measurement system to evaluate success. Create a program. Tailor questions and survey mechanism to different customer groups. Easy and fast. Feedback mechanism? Third party? Continually update website with questions Access the ideas of the people who really care Define customers/customer groups or segments Incentives to give feedback? Recognize we are a service organization. Pick a company known for exceptional customer service. Benchmark, audit, review, feedback? Functional brochures for visitors (trails, restaurants, etc.) Empower employees. Internal process for ideas (mastermind?) Create a master, long-term, vision for the city (look, feel, etc.) (traditional, modern, old, eclectic combination, etc.) Code enforcement as a teaching agent for businesses and residents. Create design standards for all new construction and maintenance standards for all existing buildings and residences Continue Town Hall meetings. Solicit citizen ideas. Open discussion Continue to hire and retain the best Signage – Commercial and way finding/maps Leverage Technology – Addison App – Maps, etc. Visitors Center – Effective? Increase effectiveness. Where should it be? Location? Responsiveness and transparency
7	Cotton Belt is operational, and is connected to a regional rail network.	•	If this is going to work, Addison will have to be a leader in the process

Rank	Vision Element	Strategies	Potential Tactics
8	The quality and variety of our restaurants and entertainment venues create a memorable experience that make people want to come back 365 days a year.	 Attract new businesses to Addison Create and implement a Comprehensive Land Use/Revitalization Plan Brand Protection and Enhancement 	 Create and expand the entertainment districts. Addison Circle. Expand the theater/parking. Music venue. Vitruvian – with parks, athletics, food trucks. Food district along Inwood road. Encourage small mom and pop restaurants. Restaurant incubator Inwood an entertainment district? Connect back to Beltway? Cooking show concept. London broadcasting. Marketing plan that is fine-tuned and focused on the culinary community in and around the metroplex. Target specific chefs, etc. Utilize kitchens in off hours Look for unique ways to solve the parking issues so people can walk to find the venue they want Fill the office buildings
9	We have signature, creative, and unique amenities.	 Raise Property Values (Code Enforcement, Incentives to Improve) Implement bond propositions Develop Next Great Idea 	 Create a theater district. Theater incubators? Focus on the west side of town. Parks, streets, promote more energy and attractiveness Design matters Live music venues Continue relationships with Dallas arts groups Art throughout the city. All kinds. Graffiti, murals, etc. Expand technology. Advanced tech infrastructure. Making the airport an amenity Observation areas, restaurant, museum. Integrate the airport into the town better Branding message relays/highlights amenities Connect east/west with a signature amenity Crazy cool police car
10	Our special events continue to be locally, regionally, and nationally recognized as the best.	Fully integrate the Arts as part of our brand	 Embed public transportation as a part of events Improve sustainability efforts at events Continue to be creative about what we do with World Fest Integrate the arts into Special Events

Rank	Vision Element	Strategies	Potential Tactics
11	We are leaders in all areas of Sustainability.	Sustainability	 Create policy related to all areas of sustainability. Understand why? Address health issues, smoking, and conservation. Incorporate in design standards Encourage residents to reduce incoming junk mail (see stopjunkmail.org) Educate residents/businesses on ways to conserve water consumption (flyers with water bill; website; signage) Improved bus stops with shelters, benches Restaurant/Entertainment District shuttle Develop area around DART station with walkable destinations Develop multifamily recycling. Create an ordinance that requires the infrastructure to support multifamily recycling Restaurant recycling efforts -offer some sort of formal recognition to businesses that help with recycling Find ways to demonstrate our leadership with highly visible recycling, i.e. at our parks and during special events Reinstitute our "ask for a glass" campaign with restaurants Work with the Arbor Foundation to develop Educational seminars and opportunities on low water gardening Explore using a gray water system for the irrigation needs of our Community Garden Have our Fire Department capture and recycle the water they flush when testing fire hydrants or their equipment, ie let the neighbors "have" the water? Work with our legislators and media to focus on the long term water needs of our region Take our pilot program for multifamily recycling to the next step; more complexes given the chance and/or incentivized to participate. Set a measurable goal for community recycling of solid waste, i.e. a percentage or weight! Focus!!! Make the DART bus schedule more available and visible; our website, newsletter, restaurants, hotels, businesses etc. Study ways for the Community Garden Compost pile to be more widely used and /or a new community compost location?

Rank	Vision Element	Strategies	Potential Tactics
12	Our Arts Programs are acclaimed and we integrate and encourage public art in all developments and public spaces.	Fully integrate the Arts as part of our brand	 Invite and encourage art. Street festivals, street art. Always remember in all public spaces that "Design Matters" Incorporate craft guild. Expand existing arts program at visitor center. Design standards include public art, look and feel. Encourage public art in controlled spaces Under bridges Parks Buildings Encourage the Arbor Foundation to explore additional ways to grow our public art collection and to include other than contemporary abstract sculptures Highlight in media and marketing our "Artsiness", grow that component of our visible brand Continue to support Visit Addison's efforts to promote exhibits, and broaden sale of art produced thru participation in the programs at VA. Public Art thru out parks, trails with support from Arbor Foundation Greater visibility of art along Beltline, Midway and Quorum – bringing emphasis to the Arts in Addison Provide prominent locations to display work from various local and regional artists on a rotating basis Art/Wine Stroll public events Encourage artistic element in all private development and redevelopment and provide awards/recognition All city-owned/funded redevelopment to be infused with an artistic element Sponsor lectures/workshops inviting input and participation from stakeholders on public art program Cooperative programs with arts groups, schools and other organizations

Rank	Vision Element	Strategies	Potential Tactics
13	We are inclusive and find innovative and creative ways to celebrate diversity.	 Continue to attract, hire, develop, and retain great employees Fully integrate the Arts as part of our brand 	 Broad housing choices Code enforcement and design standards ensuring that the look and quality and upkeep and maintenance of all housing meet our standards Continue to attract small business and startups that bring diverse offerings and employees Expand the incubator idea Highlight diversity as part of our brand, find more ways to be inclusive and visibly so Broaden the Addison view of diversity beyond the common assumptions that it only refers to race World Fest – continue with recognition of unique countries that support a population in Addison and encouraging international business opportunities Personnel practices and policies that support full diversity in benefits (ie partner benefits) and hiring (ie track data on race, gender in various job roles) with intent to increase diversity Be more intentional about diversity in forming citizen committees Create events to recognize various groups and educate the community Seek input from residents on where Addison comes up short regarding diversity In connection with the arts, create events and/or art displays and demonstrations from various cultures Provide tutoring programs for culturally and economically disadvantaged students

Rank	Vision Element	Strategies	Potential Tactics
14	Our community is highly engaged.	 Enhance sense of community for all stakeholders/Expand Volunteer Opportunities Establish a Non-profit Funding Strategy 	 Offer meaningful opportunities for involvement. Open mike times at council meetings. Find additional opportunities to tap the intellect and volunteer spirit of our community including not only more residents but also members of the business community. Increase the size and effectiveness of our Addison Citizens Assisting Police team from 7 to a targeted number. Hold another mini Citizens academy in the spring of 2014. Continue the tradition of the various Candidates Forums Continue to promote volunteer opportunities like Citizen's Academy Consider a "Business" Academy (similar to Citizen's Academy) for non-residents who work in Addison and are looking for ways to help promote their businesses in Addison. Perhaps thru the ABA Identify neighborhood "captains" who can form committees to recruit and encourage participation Promote coffee and lunch with the mayor beyond those who read the newsletter Lunch/Coffee with a department head; opportunity for stakeholders to Q&A and more fully engage Recognition (create an award) for community volunteers who go above and beyond for the neighborhood/city Allow residents to get to know employees; profiles in employee newsletter shared publicly (with permission) Increase awareness of volunteer programs and opportunities Rethink the Town Hall meeting format

Meeting Date: 09/09/2013

Information

AGENDA CAPTION:

Presentations, review and discussion of and regarding the proposed annual budget for the Town for Fiscal Year 2013-2014 (beginning October 1, 2013 and ending September 30, 2014), including but not limited to the Utility Fund, Stormwater Fund, Airport Fund, Hotel Fund, Economic Development Fund, and the General Fund.

FINANCIAL IMPACT:

N/A

BACKGROUND:

N/A

RECOMMENDATION:

N/A

Council Goals: Mindful stewardship of Town Resources.